

# Yeovil Town Council



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The Meeting... **Promotions and Activities Committee**

The Time... **7.00pm**

The Date... **Tuesday 18 May 2010**

The Place... **Town House, 19 Union Street, Yeovil**

If you need this information in large print, Braille, audio or another language, please ring 01935 382424



*Alan Tawse*

Alan Tawse

Town Clerk

12 May 2010

**Promotions and Activities Committee**

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Please contact Sarah Hunt at the Town House for more information about this meeting

To All Members of the Promotions and Activities  
Committee:

Philip Chandler (Ex-officio)

Clive Davis (Ex-officio)

Tony Fife

Dave Gooding

Steve Hawker

Ruth Kendall

Ian Martin (Vice-Chairman)

Wes Read (Chairman)

David Recardo

Alan Smith

# **A G E N D A**

Public Comment (15 Minutes)

1. **MINUTES**

To confirm as a correct record the Minutes of the previous meeting held on 16 March 2010.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **REGENERATION OF YEOVIL TOWN CENTRE – PRINCES STREET  
ENHANCEMENT SCHEME**

To consider a report by South Somerset District Council's Regeneration Officer attached at page 3.

6. **YEOVIL IN BLOOM STEERING GROUP MINUTES**

To consider the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 12 April (See attached at pages 5 to 8).

7. **YEOVIL IN BLOOM**

To receive an oral update from the Landscape Officer.

8. **FLOWER AND GARDENERS' MARKET UPDATE**

To consider the report by the Assistant Town Clerk attached at page 9.

9. **BEST VALUE**

To consider a report by the Town Clerk at page 11.

10. **YEOVIL IN BLOOM STEERING GROUP**

The Committee is **RECOMMENDED** to re-appoint the Yeovil in Bloom Steering Group for the Municipal Year 2010/11.

11. **FINANCIAL STATEMENT FOR PERIOD ENDING 31 MARCH 2010**

To consider the Financial Statement for the period 1 February to 31 March 2010 attached at pages 13 to 18.

Public Comment (15 Minutes)

## **5. REGENERATION OF YEOVIL TOWN CENTRE – PRINCES STREET ENHANCEMENT SCHEME**

*Group Manager:* Kim Close, Area Development Manager - South  
*Lead Officers:* Chereen Smith, Regeneration Officer  
*Contact Details:* chereen.smith@southsomerset.gov.uk or 01935 462730

### **Purpose of Report**

The purpose of the report is to provide members with an update on the Princes Street Enhancement Scheme Phase 2, and to seek a representative of the Town Council to serve on the Steering Group that is overseeing the development of the Scheme.

### **Recommendation**

1. That Members note the report.
2. The Members select a representative to serve on the Improvement (Steering) Group for the Princes Street Enhancement Scheme.

### **Background**

The Princes Street Enhancement Scheme continues a series of incremental improvements to the town centre, which are part of a much larger overall vision for town centre regeneration.

Princes Street is a very important shopping street situated within the Yeovil town centre historical core and sits within a conservation area. It is a key pedestrian gateway into the town centre and is well used by college students & local residents. The Yeovil District Hospital is also close by; the hospital car parks are often full and Princes Street offers a good route through to alternative town centre parking.

There have been a growing number of complaints over recent years with regards to the poor footpath surfaces and it was felt that Princes Street deserved an enhancement scheme that tackled not only the footpaths but also the street as a whole. The street is also identified within the Yeovil Vision Urban Development Framework document as an area in need of physical improvement. It also recognises that there is a need to repair and re-establish links into the town centre, to encourage pedestrian and vehicular flow.

Driving forward the regeneration of this area is a partnership of representatives from County, Town and District Councils, Yeovil Town Centre Partnership, Yeovil Vision, Yeovil Hospital and Yeovil College. These representatives form an Improvement Group who are working together to raise the quality of the environment through a phasing of enhancement works.

The Princes Street Improvement Group has already made a start to addressing a number of environmental issues with a first phase of works in the southern part of the street completed between 2007 and 2009. The focus now is on progressing the second phase of environmental enhancement works in the northern part of the street, including Park Road and the subways leading off Princes Street.

Before any funding bids can be prepared, the Improvement Group need to establish the feasibility of delivering aspects of the scheme, and produce detailed and costed proposals that could enable the overall scheme to be accomplished, as funding becomes available.

In 2009 the Regeneration Officer was successful in securing funds from the SSDC District Executive Feasibility Fund and Yeovil Vision to appoint specialists to produce design and cost proposals for the second phase of works. This work will give sufficient detail for the Council and it's partners to move towards implementation.

Last year, the Town Council allocated £8,000 towards this phase of the Scheme and arrangements have been made for this to be ring fenced and carried forward into 2010/11.

## **Update**

In December 2009 Halcrow Group Ltd were successfully appointed to progress with the Phase 2 design scheme. The Improvement group are overseeing the project however the Regeneration Officer is leading the day-to-day management of the project with a smaller working group, comprising representation from Town and County Councils.

Following meetings with County Highways and further consultation with user groups and traders to check that the issues and aspirations raised during the 2007 extensive consultation for Princes Street was still valid, Halcrow presented early draft proposals at an Improvement Group meeting in February. This provided an opportunity to test some of the ideas in advance of traffic count and modelling work being carried out.

Following further modelling work, Halcrow will prepare proposals for a workshop and exhibition. The results of the workshop and exhibition would then be presented to the Improvement Group with a view to agreeing a recommendation for a preferred concept design. This recommendation would be brought to Area South Committee for approval to proceed with developing the preferred proposal in more detail.

It was agreed at the last Improvement Group meeting that the group should comprise Member representation as well as officers. Cllr John Vincent Chainey has been appointed by South Somerset District Council to represent that Authority, and a decision by the County Council is awaited.

## **Financial Implications**

None at this time for the Promotions and Activities Committee.

## **Implications for Corporate Priorities**

This work supports the following corporate aims:

- Increase economic vitality and prosperity
- Ensure safe, sustainable and cohesive communities
- Enhance the environment, address and adapt to climate change

## **Background Papers**

Princes Street Concept, 2007  
Regeneration of Yeovil Town Centre Report to Area South Committee on 4<sup>th</sup>  
November 2009

**MINUTES** of a meeting of the **YEOVIL IN BLOOM STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Monday 12 April 2010**

(4.30pm to 5.45pm)

**Present:**

David Recardo - Chairman  
Mary Bramwell  
Steve Fox – SSDC  
Kevin Bishop – Viridor Waste Management  
Richard Griffith - Viridor Waste Management  
Liz Pike  
Wes Read  
Alan Smith

**Also Present:**

Sarah Hunt - Assistant Town Clerk  
Camilla Bell  
Vicki Cotes-James

The Chairman welcomed Camilla and Vicki to the meeting.

**1. MINUTES**

The Minutes of the previous meeting held on 15 February 2010 were approved as a correct record and signed by the Chairman.

**2. APOLOGIES FOR ABSENCE**

Apologies for absence were received from John Horsey, Lesley Jelleyman and Manny Roper.

**3. CORRESPONDENCE**

There were no items of correspondence.

**4. YEOVIL IN BLOOM LOGO COMPETITION PRESENTATION**

The Chairman warmly congratulated Camilla Bell and Vicki Cotes-James, who had both helped to design the new Yeovil in Bloom logo. He commended them on the freshness and originality of their designs and their individual contribution to the production of the new logo, which would be used to market Yeovil in Bloom in advertisements and in correspondence.

Camilla and Vicki had their photographs taken with Mayor Wes Read and David Recardo and both were presented with framed certificates as well as large bowls of flowering tulips, prepared by the Horticultural Team and donated by Steve Fox.

**AGREED**

that the matters be noted.

## 5. YEOVIL IN BLOOM – UPDATE ON PREPARATIONS FOR 2010

Steve advised the Group that work was almost finished in Sidney Gardens and described the extensive improvements. The benches were yet to be painted. Mary Bramwell noted that the area looked very neat and tidy.

Preston Park had been spruced up but the holm oaks at the front required some pruning.

The crew were now starting to mow and undertake bed maintenance. Steve advised that he had already received a number of compliments about the daffodils and the roundabouts – there had even been a letter published in the Daily Express (see press release from SSDC website attached).

Mary congratulated Steve on the imaginative planting scheme, using a wide variety of crocuses and daffodils.

Summer bedding planting would begin in May. There was a discussion about the annual bulb lifting exercise in St. John's Churchyard and it was felt that a collecting box for a local charity, e.g. St. Margaret's Hospice, should be available to those who wished to contribute.

Steve advised he had submitted Yeovil's entry for the South West in Bloom competition. Judging would take place during the second or third week in July, before the schools dispersed. Presentations would be at the Bath Assembly Rooms on Thursday 16 September.

There were 12 entries planned for the Neighbourhood category. This would include Milford Community Church, where an allotment garden project would shortly be underway. Steve advised that funding was in place for a part-time person to help with the development of the scheme, which would consist of 7 family allotments, 3 communal allotments and a recycling and composting area.

Steve advised the Group that the sculpted wire hands designed for the Ilchester Roundabout display had been delivered and Steering Group members were welcome to view them – they were being kept in one of the polytunnels at Lufton.

A discussion ensued about lamp standards and the cost of testing them for the hanging of flower baskets. Steve advised that irrespective of the quality and cost of the lamp standard, they needed to be checked every three years. The County Council were not keen on banners on lamp standards and it might be quicker and cheaper to bolt a few banners to the ground. It was agreed to review the situation later in the year. Everyone agreed that Yeovil in Bloom ought to be promoting itself more.

### **AGREED**

that the matters be noted.

## **6. FLOWER AND GARDENERS' MARKET UPDATE**

David explained why the date of the market had changed from 11 September to 25 September.

Sarah advised that the banner for the Market would be put up in Lower Middle Street from the end of August until 26 September.

All other arrangements for the market were underway.

### **AGREED**

that the matters be noted.

## **7. STEERING GROUP INVOLVEMENT AT THE SEPTEMBER FLOWER AND GARDENERS MARKET**

David advised that there had been no response from local photography clubs for the 'From Field to Plate' competition. He suggested that there may be some merit in inviting people to exhibit their work instead. Sarah to investigate further and would contact Yeovil College to assess interest from students.

Kevin suggested that the Spring bulbs lifted from St. Johns Churchyard could be dried off in a polytunnel and bagged up for giving away to individuals at the market – an additional incentive to attend the event.

Sarah asked members for their suggestions on how they could take part in, or contribute to the event.

Liz said the Arts Group might be interested in exhibiting some work with a horticultural theme and to use the occasion to promote themselves.

David suggested that Vicki Cotes-James be approached to be the official photographer on the day. *(Sarah has since spoken with David and has agreed that it wouldn't be fair to ask Vicki as she is not a member of the Steering Group).*

### **AGREED**

- (1) that the matters be noted;
- (2) that Steve look into the feasibility of keeping the lifted Spring bulbs for the Flower and Gardeners' Market as a 'give-away';
- (3) that Sarah contact Yeovil College to see if they wish to take part in a photographic exhibition at the Market; and
- (4) that Liz make touch with the Arts Group to see if they wish to provide some material to exhibit at the Gardeners' Market.

## **8. ANY OTHER BUSINESS**

Wes advised that he was going to show the Yeovil in Bloom DVD on a Civic Day he was holding on Friday 16 April.

Wes agreed to send David the photo of the Yeovil in Bloom Steering Group taken on the South West in Bloom Presentation Day.

Members agreed that Tony O'Dowd from Sunningdale Allotments should grow a very large pumpkin, which would then be the subject of a 'Guess the Weight of the Pumpkin' competition. The money collected from each guess at 20p per guess would go to the Mayor's charity(ies).

#### **AGREED**

- (1) that the above matters be noted; and
- (2) that Sarah contact Tony to ask him to proceed with his pumpkin challenge.

#### **9. DATE OF NEXT MEETING**

#### **RESOLVED**

that the next meeting take place on **Monday 14 June at 4.30 p.m.**

Chairman

SH  
16/04/10

## **8. YEOVIL FLOWER AND GARDENERS' MARKET UPDATE**

A draft budget for the Flower and Gardeners' Market is attached which includes already committed expenditure for a face painter (£130 plus VAT) and the Community Bus (£220).

Various approaches have been made to appropriate regional producers and local businesses, which would complement the Farmers' Market. No firm interest has yet been received other than from the Gardens Group, who have kindly agreed to sponsor the Market again this year.

One of our allotment holders, Tony O'Dowd, is growing a giant pumpkin for a competition to 'Guess the Weight of the Pumpkin' with all proceeds from individual guesses going to the Mayor's charities. For colour and interest, there will also be a couple of balloon sellers, who will be selling their wares at either end of Middle Street on the day.

The Town Band will be performing in the Entertainment Area as usual. Discussions are also underway with Pauline Burr, South Somerset District Council's Arts Development Officer, to stage an afternoon concert starring young people from Yeovil College and/or other local amateur musical groups.

The Committee is **RECOMMENDED** to consider the budget to date, and to note the report.

*(Sarah Hunt, Assistant Town Clerk – 01935 382424)*

## Yeovil Flower and Gardeners' Market Income/Expenditure 2010

<u>Expenditure</u>	<b>Estimated Budget</b>	<b>Actual as @ 01.05.10</b>	
<b>Promotion and Marketing</b>			
Banner in Town Centre	£220.00		<i>Sign Solutions SEC</i>
Fliers/Brochure	£100.00		
Advertising	£350.00		<i>{Express &amp; Star &amp; {Country Gardener</i>
Mail shot (postage)	£ 100.00		
<b>Exhibition</b>			
Photo Exhibition ( <i>From Field to Plate</i> )	£600.00		
<b>Yeovil in Bloom and Allotment Presentation</b>			
Hall	£ 165.00	£ 165.00	
Judges Expenses	£ -	n/a	
Prizes	£ 50.00		
Contingencies (inc. engraving)	£ 200.00		
Buffet lunch	£ 1,000.00		
<b>Market/Equipment Hire</b>			
Chairs	£ 350.00		<i>note : if chairs purchased cost will rise to c.£2,000</i>
<b>Other</b>			
First Aiders	£ 135.00		
Performing Rights Licence	£ 70.00		
Skip	£ -		
Road Closure	£ -		
Childrens' Entertainment	£ 170.00	£ 130.00	<i>Face Painter Resource Bus</i>
	£ 220.00		
Staff Overtime	£ 500.00		
<b>Total Expenditure</b>	<b>£ 4,230.00</b>	<b>£ 295.00</b>	
<b><u>Income</u></b>			
Sponsorship	£ 1,000.00		<i>The Gardens Group Viridor</i>
	?		
<b>Best Kept Allotments budget</b>	£ 210.00		
<b>Flower and Gardeners Market budget</b>	£ 3,700.00		
Market Stalls	£ 120.00		
Balloon Seller		£150.00	
SSSDC - Re-charge	£ 500.00	£ 50.00	<i>{ Chairs</i>
		£ 450.00	<i>{ Food</i>
<b>Total Income</b>	<b>£ 5,530.00</b>	<b>£ 650.00</b>	
<b>Cost to Town Council</b>	<b>-£ 1,300.00</b>	<b>-£ 355.00</b>	

## 9. **BEST VALUE**

Unlike their county and district counterparts, town councils are free to choose their own performance indicators. These play an important part in the Best Value process, as they are the yardsticks by which the targets set are measured.

To make sure indicators chosen give a balanced view of performance, the Government has suggested using five dimensions of performance:

- Strategic Objectives
- Cost/Efficiency
- Service Delivery Outcomes
- Quality
- Fair Access

The Council has set corporate health performance indicators as well as setting additional ones for each service. The Policy, Resources and Finance Committee has adopted a list of corporate performance indicators compiled from the mandatory list that all principal councils must adopt.

Service related indicators are just as important. The Council has agreed that these are best chosen by the Service Committees - who are already responsible for monitoring and reviewing the services within their purview. Last year, all the Service Committees were asked to put forward a performance indicator for each of the major services/functions under their control and their achievements have been reported during the current cycle of meetings.

Two of the main activities managed by the Committee are the Yeovil in Bloom initiative and the provision of Christmas Lights.

### ***Yeovil in Bloom***

The Yeovil in Bloom displays form an important part of the Town Council's contribution to the enhancement of Yeovil, and it has been agreed that a survey be carried out, at an appropriate time, of people's views on the attractiveness of this Year's display.

Last year, the Committee set itself a target of achieving 80% satisfaction rate with the Yeovil in Bloom displays.

A random survey was carried out in the Town last August and September, which showed that 98% of people were satisfied with the displays.

This highly commendable result reflected the hard work of all of those involved with the initiative, and the Town's success in securing a third gold award in the Regional Britain in Bloom competition.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.

***Christmas Lights/Town Criers' Competition***

The *quality* of service provision is also important in this area of activity in which the Town Council takes a leading role. The attractiveness and enjoyment of this initiative is largely judged by the public's perception of how well the displays are designed and maintained.

Last year, the Committee set itself a similar target of achieving 80% satisfaction rate with the Christmas Lights display. Unfortunately, owing to the severe weather conditions that we experienced over the Christmas/New Year period, we were unable to carry out this year's survey.

Instead, we carried out a random survey during the recent Annual Town Criers' Competition which showed that 81% of people were satisfied with the event.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's Christmas Lights displays.

***(Alan Tawse, Town Clerk - 01935 382424)***